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Departmental Structure & Functions of Advertising Agency in Bangladesh

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Abstract

Advertising is an expanding and important component in the context of any organization. It is a part of marketing strategy that an organization should apply in order to increase the consumer interest and thereby gain on market share. In Bangladesh advertising agencies are not well organized. Three advertising firms named Bitopy, East Asiatic and Interspan were established in 1967. Now the total numbers of advertising agencies are almost seven hundreds. Yet they are more competitive than previous. And new employment opportunity has been created & they have been performing in more professional manner. So it is important to know the structure of each department and functions of advertising agency. This study adopts with qualitative in nature. From the research, other researchers and policy makers will get an insight about the departmental structure and functions of advertising agencies in Bangladesh.

Key Words: Departmental Structure, Advertising Agency, Client Service Department, Creative Department, Media Department.

1. Introduction

The advertising agency may be referred to as a collection of specialized business brains. The functional organization of the agency is designed to facilitate the work of these specialists. It is vital, however, that the work of each person be directed toward one common goal – the successful planning, development, and execution of the complete campaign (Sandage 1967).

The main reasons outside agencies are used is that they provide the client with the services of highly skilled individuals who are specialists in their chosen fields. An advertising agency staff may include artists, writers, media analysts, researchers, and others with specific skills, knowledge, and experience who can help market the clients' products or services (Belch 2007).

An advertising agency or ad agency is a service business dedicated to creating, planning, and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the clients' products or services. An ad agency can also handle overall marketing and branding strategies and sales promotion for its clients (www.city-data.com)

Typical ad agency clients include business and corporations, non-profit organizations and government agencies. Agencies may be hired to provide an advertising campaign (www.city-data.com).

An outside agency can also provide an objective view point of the market and its business that is not subject to internal company policies, biases or other limitations. The agency can draw on the broad range of experience it has gained while working on a diverse set of marketing problems for various clients (Belch 2007).

Developing and implementing an integrated marketing communication program is usually a complex and detailed process involving the efforts of many persons (Belch 2007).

As consumers, we generally get little thought to the individuals or organizations that create the clever advertisements that capture our attention. But for those who involved in the marketing process, it is important to understand the nature of the ad agency and structure and functions. The advertising and promotions' business is changing as marketers search for better ways to communicate with their customers.

Every advertising agency must develop an organizational structure that will meet their clients' need and serve their own internal requirements. Most medium and large agencies are structured under either a departmental or group system. Under the departmental system, each agency sets up a separate department and functions according to department.

So the growing need of advertisement it is too important to understand the departmental structure and functions of each department, especially those who are involved in the marketing process.

There were the days when most of the people didn't even know a bit about the advertising field, but with the pace of time, a huge change has been made in peoples' thinking manner. Now a day, it seems as there is almost nothing that they don't gain knowledge about. There are numerous organizations that want to promote their business by hiring advertising agencies (Belch 2007).

So, for the aforesaid reasons this research has been conducted on ***“Departmental Structure and Functions of Advertising Agency in Bangladesh”***.

2. Objectives of the study

The present paper seeks to highlight the structure of each department and functions of each department. The main objectives of this study are:

- To detect the structure of each department of an advertising agency,
- To identify and assess the functions of advertising agency.

3. Methodology of the study

According to the nature of the study and type of information required personal visit and interviews with the concerned executives was conducted. This study adopts with qualitative in nature. Besides primary information and secondary information was collected from the advertising firms and other sources.

4. Result

Every agency has various types of departmental structure and they perform department wise.

4.1 Client Service Department

This department works with clients to identify the benefits a brand or product offers, to whom it should focus its message (the target audience), and the best competitive position. Then they develop the complete promotion plan. Client Service Providers learn about the target customer – their wants, desire, fears and goals. After all this department acts as the clients' representative at the agency.

4.2 Media Department

Media Department gathers information about people's viewing or reading habits and combines it with information about media vehicles (such as specific magazine's target audience, circulation size, and advertising space costs) in order to find the best placement for the advertising. They use their judgment to balance reaching the greatest number of people in the target group versus keeping the clients' costs to a minimum. Media buyers purchase the advertising space and negotiate prices. They must be good with numbers but also skilled negotiators. They work with budgets and are responsible for spending their clients' money wisely.

4.3 Creative Department

The creative department generates the idea, images, and words of the advertisement. They develop the artistic strategy of the creative campaign, often presenting several concepts for the client to choose among. They do it based on the information of Client Service Department and Media Department.

4.4 Script Department

Script department is responsible for developing the words of the campaign; those are collected by creative department.

4.5 Graphics and Animation Department

After developing the words of the campaign staffs of this department select photos, choose the print size & type and oversee the actual printing, filming, or audio recording of the campaign. As such way a solid advertisement is produced.

4.6 Production Department

Production Department makes sure work is done on time and on budget.

5. Findings

Every agencies has various types of departments for instance Client Service Department, Creative Department, Media Department, Script Department, Graphics & Animation department, Production Department. Each Department has separate hierarchy & functions. Data were collected from primary and secondary sources. Method of data collection was personal interview.

5.1. Client service department

Client service Director (1)



Assistant Client Service Director (2/3)



Client Service Supervisor (2/3)



Client Service Officer (Few)

Client service department consists of one client service director, two or three assistant client service director, two or there client service supervisor and few clients service officers.

Functions of Client Service Departments are to determine customer need, to collect data about the advertising company, to know the usefulness of the product, to find attractive side of the product, to know

about the key competitors and their strengths & weaknesses, to monitor the total work as if the work is finished within the given time.

5.2. Media Department

Media Director (1)



Media Manager (1/2)



Media Controller (1/2)



Media Officers (Both for electronic & print media)

In media department there are one media director, one or two media manager, one or two media controller, and media officers both for electronic and print media.

Functions of the Media Department are to select the place of Billboard, to select spaces of print media, to select & purchase the time of electronic media, to find out the most effective medium for a specific product or service, to maintain good relationship with the print media & electronic media, to keep latest information about advertising market, to find ways how to produce the best advertisement, to do sourcing, to please the advertiser.

5.3. Creative Department

Creative Director (1)



Assistant Creative Director (1/2)



Officers (2/3)

Creative department has one creative director, one or two assistant creative director and two or three officers.

Functions of the Creative Department: This department generates new ideas for advertising, evaluates the script's attractiveness, to build strong and profitable relationship with the advertiser. Success of an advertisement depends on how effectively and efficiently creative department does its tasks.

5.4. Script Department:

Script Director (1)



Assistant Manager (1/2)



Officers (2/3).

Script department consists of one script director, one or two assistant manager, two or three officers.

Functions of Script Department are to prepare script (script may varies according to the nature of customer and media), to prepare slogan, to produce jingle. This department is responsible for introducing customer's taste, preferences and need within an advertisement.

5.5. Graphics & Animation Department:

Art Director (1)



Officers



Computer Operator

This department consists of one Art Director, few officers and computer operators.

Functions: They perform various tasks like: Picture selection, Drawing Picture, Illustration, Layout, to determine size & length of advertisement, in a word this department make an advertisement presentable and easy to understand through graphics and animation.

5.6. Production Department

Production Manager (1)



Assistant Production Manager (1/2)



Supervisor (few)

Production department consists of one production manager, one or two assistant production manager and few supervisors.

Functions: Functions of this department are to prepare marketing plan, to determine the advertising budget and to deliver the assignment to relevant person (advertiser).

6. Conclusion

Name of the department varies from firm to firm. Few firms in our country consist of the above mentioned six departments. Some firms have client service, creative designing, copy writing, strategic, human resource department with accounts and administrative departments.

As a result of the growing needs and the fierce competition of the market, the promotional activities of an organization need to be more focused towards segment to which the goods or services are produced. Advertising agencies perform several types of complex activities in corporate, business and social platforms.

They do the challenging job with the help of various departments. And each department is committed about their job. Each advertisement firm ensures integrated marketing and total quality management through their work. As they know the main purpose of an advertisement is to inform, persuade and remind customer with generating new ideas as the market is competitive.

From this research it is really clear that each department is equally important for accomplishing their tasks to obtain the desired goal that is clients' satisfaction; and clients' success depends on how efficiently and effectively an agency performs its work.

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